



Danish experiences from the SIF-project

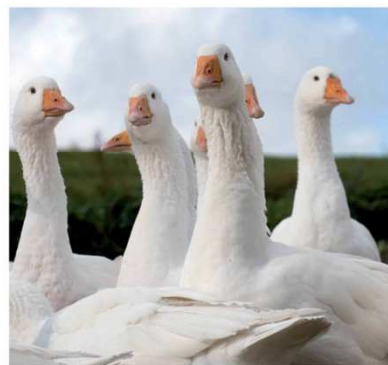
- Presentations of results from Nordic fish industry pilot project
- April 13th. 2011

Employees and expertise

- 200+ employees **world-wide** within:
 - Logistic consultancy and optimization
 - Solution design
 - Software development and systems integration
 - Support and hosting
- 30+ years of experience in **solution development** and **systems integration** within logistics and RFID
- Projects are supplied in accordance with Lyngsoe Systems' **DS/EN ISO 9001:2000** quality assurance system



Solutions for Food traceability and Livestock Management



Background: Sporbarhed i Fiskeindustrien - SIF

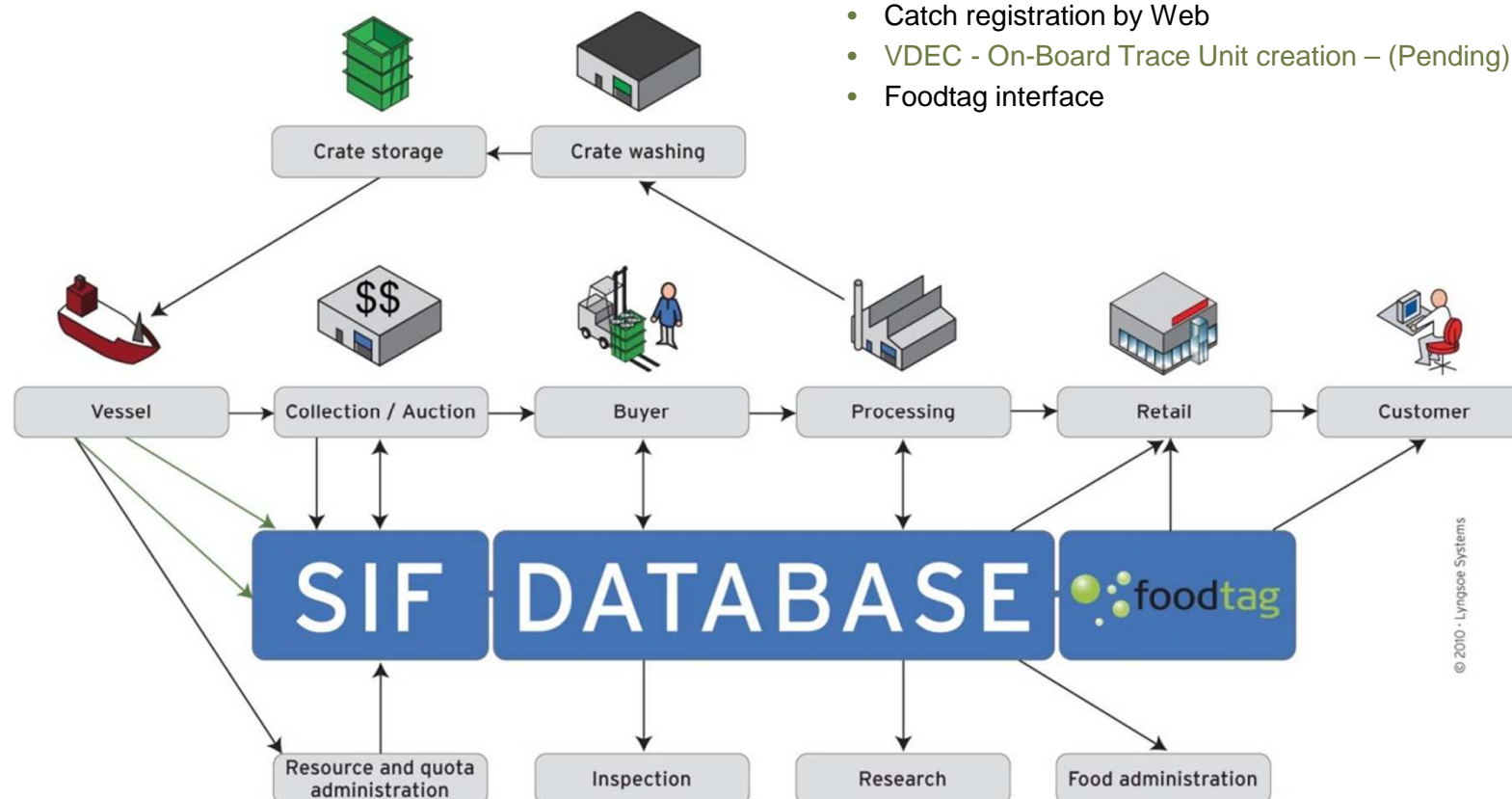
- Project Background:
 - Uniform fishcrate – to minimise logistics
 - RFID enabled crates
 - Crates managed in the Pack and Sea system
 - tracking – to ensure return of crates
 - invoicing – enforce consequences if not returned
- SIF 1: (2008-2009)
 - Objective to develop a requirement specification to define a flexible, operational and universal traceability solution from catch to 1st. sale.
- SIF 2: (2009-2010)
 - Develop the SIF database and system infrastructure
 - Project expanded due to EU/1224 - §58 on traceability from catch to consumer
- SIF 3: (2010-2011)
 - Develop GUI and interfaces
- SIF 4:
 - Few outstanding issues

SIF - Traceability in the Danish fishing industry

Status April 2011

➤ Interface status:

- Manual system access
- Automated data access (Interface for data exchange)
- Hand Held Terminal for Trace Unit operations (Expected July 2011)
- Simple web interface to support Trace Unit operations (SIF 4)
- Auction Interface / Collector interface
- E-log Interface
- E-log validation
- Catch registration by Web
- VDEC - On-Board Trace Unit creation – (Pending)
- Foodtag interface



Experiences from the SIF Working Group - I

- Widespread animosity towards the EU Regulation 1224
- Self-promoting solution – hardly
 - Don't expect even project stakeholders to promote your project – EU/1224 is really not very popular
- Interpretation of EU/1224 § 58 and control regulation?
- New opportunities always pops up in a developing world ?
 - Stepwise, controlled implementation to ensure a focused project development
 - Flexibility required to navigate stakeholders, legal aspects, changed project conditions, technical obstacles, etc.
- Overall implementation strategy:
 - Small pilots to test critical aspects ?
 - Big Bang ?
- Legal aspects
 - Unknown EU legislation vs danish law / industry practices
 - Challenge: Implementing a future proof solution based on draft EU legislation

Experiences from the SIF Working Group - II

- Ensure stakeholder involvement:
 - Working Group – driving the project
 - Management Board – facilitating, guiding and advising the work group
 - Selected stakeholders – input and requirements
 - Consensus is critical
- Project roles preferably identified early
 - Those driving and developing the project might not be the operators
 - Short and long term operator interest is crucial
- Despite process optimisation extra work processes are required
 - Data providers might expect compensation or benefits to their business
 - Crate storages
 - Collectors
 - Auctions
- Data collection at sea: Not as easy as it sounds !
- E-log integration

SIF Compliance ?

- SIF is expected to **comply fully with §58** and the control regulation
- **ISO 12875** compliant – traceability of finfish products
- EPC compliant, but technology and ID agnostic
- Prepared for **foodtag.dk**
- Agreed to support **MSC** tracing
- **Open and documented interface** (WSDL)
- Supports **centralised data hotel** or **use of pointers** (referral to other systems)
 - Users can download information on TraceUnits
 - Users can process fish (split, combine, repack, etc.)
 - Users can upload updated TraceUnit information or a pointer to where information can be found
- EPCIS ?
 - IS = Information service: Stipulates a procedure to publish logistic data
 - Industry standards, EN / ISO, local norms and practises and co-existence with other systems are not considered
 - EPCIS is "something extra" and it comes with a pricetag
 - BUT: It is being considered to offer SIF-data via EPCIS

➤ SIF Working Group:

- Danish Fishermen's Producers' Organisation - Project owner
- Directorate of Fisheries
- Pack and Sea – Project operator
- DTU Aqua
- Lyngsoe Systems – Systems Integrator
- Food Inspection Authorities – SIF 3 (responsible after 1st. sale)
- Danish Seafood Association – SIF 3

➤ SIF Management Board

➤ External contributors:

- Carl Fredrik Sørensen, Eskil Forås, Sintef & Petter Olsen, Nofima
- Relevant stakeholders: fishermen, electricians, fitters, selected port service companies, collectors, auctions, buyers, processing companies, retail companies, MSC, technology providers and probably more.....

Selected references – Foodtag

To find your item, enter it's Foodtag ID
30475700600000001

Trace data



- North Sea Cod
- Retail Store
- North Sea Cod
- Exporter
- North Sea Cod
- Auction
- North Sea Cod
- Fishing Vessel1

Item

North Sea Cod

Cod caught by modern fishing vessel
Produced date: 30/10/2009 03:30

Cod fish is something of a generic fish. It has a mild taste and a thick, firm texture which makes it ideal for use in a wide variety of fish and cod fish recipes. In fact, cod fish recipes run the gamut from fish sticks and patties to fish and chips. Cod fish is readily available all year long. It is also extremely healthy-being both low in fat and high in proteins.

Attributes and Ingredients


Attributes		Ingredients
Size	1	No information found.
Place	The North Sea	
Quality	E	
Gear	Trawl	

Company

Fishing Vessel1

Nora 896

Nora 896 is a modern fishing vessel with focus on environmentally friendly fishing.



- Solution to provide farm to fork tracking of foods, raw materials and ingredients
- Independent and internet based
- Collects production data from producers
- Provides information to consumers on batch level
- Documents quality, origin and applied ingredients
- Enables Storytelling on products and companies
- Available through web: foodtag.dk or phone: m.foodtag.dk

